

## Message Text

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PAGE 01 BERN 03578 260959Z  
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00  
PA-02 SIL-01 ICA-20 /058 W  
-----060446 270550Z /21  
R 260910Z JUL 78  
FM AMEMBASSY BERN  
TO SECSTATE WASHDC 6632  
INFO USDOC WASHDC

UNCLAS BERN 3578

E.O. 11652: NA

TAGS: BEXP, SZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM - THIRD QUARTER  
1978 - PROGRESS REPORT

1. L.1. CCP FOR SWITZERLAND AHEAD OF PROGRAMMED QUARTERLY  
ACTIVITY AS FOLLOWS: POLLUTION CONTROL EQUIPMENT:  
3 EXTRA TO'S.

COMPUTERS PERIPHERAL EQUIPMENT: 15 EXTRA TO'S.

PROCESS CONTROL INSTRUMENTATION: 10 EXTRA TO'S.

BUSINESS EQUIPMENT SYSTEMS: 16 EXTRA TO'S.

ENERGY SYSTEMS: 3 EXTRA TO'S.

CONSUMER GOODS: 37 EXTRA TO'S.

2. SHORTFALLS: (A) CAMPAIGN 4, ITEM 3: ICA HAS  
PROVIDED US WITH ARTICLES WHICH WE HAVE TRANSMITTED TO  
TRADE JOURNALS. NONE RE-PUBLISHED. APPARENTLY MA-  
TERIAL TOO GENERAL OR DATED FOR USE IN SOPHISTICATED  
SWISS MARKET.

(B) CAMPAIGN 7, 5: LACK OF FUNDING, DISINTEREST OF  
VISIT USA COMMITTEE MEMBERS, AND NEW DIRECTION GIVEN  
CAMPAIGN BY AMBASSADOR ARE REASONS SEMINAR NOT  
ORGANIZED.

3. CCP ADDITIONS IN THIRD QUARTER: (A) FIRST MEETING  
WITH AMERICAN STOCK BROKERS AT RESIDENCE APRIL 27.

(B) FIRST IN SERIES OF EXPORTER-IMPORTER MEETINGS, MAY  
17.

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(C) STATE DAY MEETING MAY 22. (D) SUPPORTED JUNE 15  
AGRICULTURAL EXPORTER-IMPORTER MEETING.

(E) VISIT USA: 4500 AMBASSADORIAL TRAVEL LETTERS  
SENT OUT BY EMBASSY; SO-SPONSORED TRAVEL FILM SHOW-  
INGS WITH TOTAL 500 ATTENDEES IN GENEVA.

(F) ORGANIZED SUCCESSFUL NCC/DISCOMP GROUP TRIPS TO  
NCC AND LEADING US COMPANIES.

(G) FIVE LENGTHY ARTICLES HAVE APPEARED IN TRADE PRESS  
IN THIRD QUARTER ON MARCH MICROPROCESSOR SEMINAR AND  
EXHIBITION. CROWLEY

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 jul 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014